# MARKETING TO TEENS How to successfully connect with your target audience Presented by: RIESTER

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#### **RIESTER**

- RIESTER is a fully integrated advertising agency with a large digital presence
- The influence of social media is quickly emerging as the most popular way to interact with peers
- Social media
  - Meaningful, relationship builder and megaphone for client storytelling



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- Social media is word of mouth
- Social media is earned media
- Social media is the evolution of public relations
- Social media is a conversation; it's a dialogue not a monologue

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#### **Discussion Overview**

- Understanding the Market
- Teens and Social Media
  - Girls and Social Media
- Social Media 101
- Successful Outreach
  - Marketing Tactics
  - Strategy
  - Do's and Don'ts



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#### Understanding the Market

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#### Understanding the Market

- Daily Habits
  - -84% surf the Web
  - "Love" TV
    - 80% of tweens
    - 60% of teens
    - Watching from laptop or mobile device more and more

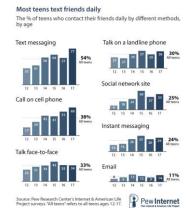


#### Understanding the Market

- Daily Habits
  - Increased cell phone use
    - 75% of teens own cell phone by age 12-17
    - 72% of teens use cell phone to text
      - 100 texts/day = 3,000 texts/month



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#### Understanding the Market

- Key Motivators
  - Brand Loyalty
  - Expression
- Key Influencers
  - Friends
  - Media
  - Celebrity

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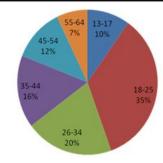
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"The average young American now spends practically every waking minute — except for the time in school — using a smart phone, computer, television or other electronic device..."

The New York Times - from the Kaiser Family Foundation - 2010

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#### US Facebook Users by Age - 3/1/11



#### Teens and Social Media

- Social networking is on the rise
  - 99% of teens use social networking sites to interact with friends
  - Teens make up 66% of profiles on MySpace
  - 71% of youth are active on Facebook



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#### Teens and Social Media

- Reasons teens engage
  - 1. Friendship-driven
    - · Interacting with existing friends
  - 2. Interest-driven
    - · Outside of their peer group
- Comfort zone
- Self Expression

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#### Girls vs. Boys

- Photos vs. Videos
- Shopping vs. Games
- More likely to "friend," "like," "follow" charitable causes
- More likely to become more aware of others' needs
- More likely to engage in content creation (i.e. blogging)

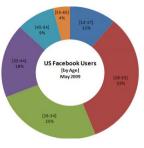


The power to define a brand is shifting from corporations and institutions to individuals and communities.

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#### Facebook

- 500 million active users
- 50% active users log in everyday
- In 2009, Facebook passed MySpace as the #1 social networking site







### **f** Facebook Fan Page



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#### Twitter

- Definitions:
  - Tweet: A post or status update to Twitter
  - Follow: To receive the posts or status updates of the profile/user you are "following"





- Over 105 million users
- 300,000 new users /day
- 55 million "tweets" sent each day
- 37% of users use their phone to "tweet"



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## RIESTER Successful Outreach

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Social Media Success	
<ul> <li>Have a Plan</li> <li>Define your goals</li> <li>Do your research</li> <li>Build your strategy</li> <li>Manage your reputation</li> <li>Build a messaging calendar</li> <li>Try multiple tactics</li> </ul>	
RIESTER  Marketing Tactics	
Develop messaging that drives traffic to your page	
Take a grassroots approach to seed WOM	
<ul><li>Think outside of the box</li><li>– (i.e. partner with school newspapers, sponsor</li></ul>	
or table at a youth event, etc.)  Build a database to email/text	
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Social Media Success	
<ul><li>Do's</li><li>Establish a presence on the social network</li></ul>	
your customer and colleagues use	
<ul> <li>Create a page to promote your brand</li> <li>Point your fans to your company blog or contest</li> </ul>	
Encourage a discussion and participate frequently	
Explore targeted advertising opportunities	

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Social Media Success	
<ul> <li>Be relatable (language and imagery)</li> <li>Be authentic (friend not foe/authority)</li> <li>Provide opportunity to share/connect</li> </ul>	
<ul> <li>(photo albums, discussion forums)</li> <li>Provide opportunity to create</li> </ul>	
(contest/challenge)	
RIESTER	
Social Media Success	
<ul><li>Don'ts</li><li>Create a page and fail to maintain it</li></ul>	
<ul><li>Try a hard sell approach</li><li>Censor comments</li></ul>	
Spam your fans/friends with frequent private messages - you'll drive them away  Part following them.	
<ul> <li>Post false information</li> </ul>	
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Social Media Success	
Choose what tool works best for you!	

Thank you.	RIESTER	
Questions?	RIESTER	